



**Questions & Answers
Community Meeting – October 28, 2020
Maui
(*Questions are written exactly as submitted)**

Q: Will there be more support for coliving spaces for digital nomads? (David Johnston)

A: Thank you for your suggestion.

Q: We need to have a meeting SPECIFIC to Maui County and probably the other Counties as well. (Dawn Lono)

A: The meeting on October 28 was specifically for those who live on Maui. On October 29 we held a meeting for those who live on Molokai. A separate meeting is also scheduled for Lanai residents in November.

Q: Food for thought: Tourism management experts assert management and promotion are conflicting agendas. A tourism management agency needs to be separate from HTA. How will HTA pivot its activities with a separate authority helping mitigate over-tourism impacts? (Tina Wildberger)

A: Hawaii Tourism Authority's (HTA) mission is to strategically manage Hawaii tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs. We aim to manage tourism in a way that helps improve the quality of life for residents and communities across the state. Part of managing tourism includes branding, and brand marketing is one of HTA's four pillars. Our marketing includes teaching visitors to be responsible, with the goal of sustainable tourism. HTA's other pillars include: natural resources, Hawaiian culture, and community. In addition, per the Hawaii Revised Statutes, it requires HTA to take into account the economic, social and physical impacts of tourism. The HTA board must have cultural person and representative of each county

Q: As a place rich in agriculture, why would we want Tourism to be the driver? Why wouldn't we want to switch, as hard as it will be, to being agriculturally based? (Jana-Nicole Laborte)

A: The visitor industry generates 80% of Maui County's economic activity and provides 75% of all private sector jobs on Maui. Agriculture has played a significant role in Maui's development throughout the centuries. There is certainly an opportunity to develop a strong and symbiotic relationship between the tourism and agriculture as we move forward together.

Q: Can the state or a non-profit bring this training to Hawaii/Maui? (David Johnston)

A: We are unable to answer the question as we do not know what training he is referring to.

Q: Aloha. I emailed a detailed question and back up a couple days ago. I assume emailed comments will be addressed as possible (Nicholas Drance)

A: Yes, HTA has responded via email.

Q: Is there any way we can put a CAP on the number of visitors? It's completely out of control, for residents and tourists alike. (Tamara Lester)

A: States do not have the ability to unfairly restrict or limit interstate travel by citizens. However, through local ordinances and zoning, it may be possible to restrict new development and address the growing impact of illegal short-term vacation rentals. Here in the United States, you cannot legally put a cap on the number of people who enter a state. But you can limit it through lodging supply. Cracking down on illegal vacation rentals is key to managing visitor numbers. There hasn't been a significant number of hotel rooms or legal vacation rentals added in the past few years, so the spike in visitor numbers was in large part due to the rise in illegal short-term rentals. The state and county may also consider limiting the number of camping permits for visitors as well.

Q: No disrespect to the folks who have put this together but are we going to get to Maui's issues? Or is this a promo for the folks who have put this together? Lot's of words and wonderful cultural references but does not feel like this conversation is moving forward almost 40 minutes in... (Nio Kindla)

A: We wanted you to share with you the tremendous work that has been done to get us to this point through collaboration and partnership between the county, steering committee members, and the HTA. Also, considering the HTA has a new leader, we thought it would be helpful for Mr. De Fries to share his thoughts and vision. We appreciate all the feedback and will have the Maui steering committee integrate the ideas and suggestions into their work ahead.

Q: Tourist Education is a key! (Dawn Lono)

A: Travelers are being educated through a video that HTA and HVCB created and distributed to the airlines: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf> Education is one part, but enforcement is crucial as well when someone breaks the law.

Q: I agree with Dawn, all hotels, airports and airlines should have educational video on hawaiian culture and environment, as well as legal do's and dont's (Jessica Scott)

A: HTA and HVCB created and distributed educational videos to the airlines and hotels: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf>. Currently we cannot mandate a company to show the videos. We will add this action to the list of suggested actions.

Q: Visitors may be happy, but community residents are not. (Maryetta Sciuto)

A: Thank you for your comment. The 2019 resident sentiment study showed that resident perception of tourism benefits and positive aspects of tourism has declined between 2018 and 2019.

Q: The residents poll slideshow was past thru very fast. Those are the results that the community wants to hear. (Vaiana Nakamitsu)

A: The residents poll slide is available on HTA's website:

<https://hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: Hawaii needs to increase infrastructure. All of our current attractions are over run because everyone is jammed into a small space. World population is increasing and we need to adapt. We need to get some of the 85% privately owned land back to increase attractions such as camping, parks and recreational areas to spread out the tourism population. It just looks like overtourism because we are trying to jam everyone into 10% of the island. (Steven Hill)

A: We will add to the actions list your recommendation to increase the land available for attractions by obtaining more private lands.

Q: I hope HTA will look to outside organizations such sustainable tourism international /SIIDS. There is alot to be learned from them as well as their member destinations that are currently successful in their efforts toward controlling negattive impacts of tourism. (Palisa Shipley)

A: Thank you for your comment. We will take it under consideration.

Q: Can we get a copy of the presentation with the Maui statistics? (Robin Knox)

A: The powerpoint presentation and materials are available here:

<https://hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: Are these slides available on website? (Jana-Nicole Laborte)

A: The powerpoint presentation and materials are available here:

<https://hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: So wanting to interact and provide input soon.... (Nicholas Drance)

A: As part of the process, we did provide time for community feedback and interaction.

Q: Why were ther no community representatives or more representation of culture and natural resources in the steering committee? It was toruism industry heavy (Robin Knox)

A: Unfortunately, due to committee members' busy schedules, not all steering committee members were able to attend the community meeting. We urge you to take a moment to review the list of members on our website as they are representative of the communities they live in and the diverse sectors of our economy including different business sectors, community and non-profit organizations, and the visitor industry. Please visit this website for more information:

<https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/steering-committee/>

Q: Why residents who do not have bias view on tourism were not included as important stakeholder in the 2020-2025 plan? All stakeholders in the committee had profit to be made with tourists. (Vaiana Nakamitsu)

A: We urge you to take a moment to review the list of members on our website as they are representative of the communities they live in and the diverse sectors of our economy including different business sectors, community and non-profit organizations, and the visitor industry. Please visit this website for more information: <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/steering-committee/> Also, we would urge you to take a moment to read through the final pages of HTA's Strategic Plan 2020-2025 to see the people who were interviewed to give input: <https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf>

Q: I noticed the 4 pillars of HTA did not include safety. Likewise the Maui steering committee does not include anyone involved with safety. There are safety organizations such as DAIPAC and IPAC that should be part of the steering committee. (Colin Yamamoto)

A: Safety and security are very important, and while it's not one of HTA's main pillars, it certainly is included in the Community pillar. HTA is committed to supporting programs and collaborating with government agencies and organizations committed to the safety and security of everyone in Hawaii. We have contracted with the airport's concessionaire to run ocean safety videos in the baggage claim and around the airport. We provide support to the visitors assistance programs in all four counties – on Maui it's the Maui Visitors Aloha Society. We also pay for safety signage, Maui coral reef signage, and lifeguard ocean safety equipment. You can refer to our Annual Report to the Legislature, pages 22-23 for more details: <https://www.hawaiitourismauthority.org/media/4052/2019-annual-report-to-the-hawaii-state-legislature.pdf>

Q: Brother. You are preaching to the choir... need to move forward to an action plan (Nicholas Drance)

A: The action plan is not completed. A key component is community input, and that's why we are holding community meetings and asking for input from the public. You can review the steering committee's draft actions on our website: https://www.hawaiitourismauthority.org/media/5536/maui-actions-sorted-by-strategies_final3.pdf

Q: The STVR are causing problems with overtourism and lack of affordable housing, and the money primarily goes to off island residents. Does HTA have a plan to decrease STVR? (The Minatoya list is essentially a problem.) (Karen Comcowich)

A: Each county has the ability to pass ordinances and address growth through their respective community planning process. Illegal short-term vacation rentals have been identified as problematic in every community throughout Hawai'i. The HTA has taken a strong position in testimony before the State Legislature against illegal short-term vacation rentals. It is incumbent upon each community to work with their local county council, planning department, and mayor's office to develop enforceable ordinances that will address the proliferation to these illegal accommodations. It should be noted that not all legally permitted vacation rentals are owned by non-residents. Legally permitted vacation rentals provide a source of income for many Maui families and seniors. Cracking down on illegal vacation rentals is key to managing visitor

numbers. There hasn't been a significant number of hotel rooms or legal vacation rentals added in the past few years, so the spike in visitor numbers was in large part due to the rise in illegal short-term rentals.

Q: Will tourist education also includes tourists/hotels to ALSO HAVE TO conserve water or electricity like residents are asked to do during drought. (Vaiana Nakamitsu)

A: We will add your recommendation to the list of actions. Many hotels have taken an eco-friendly approach to energy and water conservation.

Q: Are the resort hotels, time shares that continue to be built, airlines, etc. on board with this plan? (Maryetta Sciuto)

A: There are steering committee members who represent the hotel industry as well as other business sectors and community and nonprofits. The DMAP is still a work in progress and final approval by HTA's board of directors will be made in December.

Q: is there anyway we can get hotels, airlines, airports and other tourism destinations to showcase an educational video regarding Hawaiian culture and environment (or even legal do's and dont's) ? (Jessica Scott)

A: HTA and HVCB created and distributed educational videos to the airlines and hotels: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf>. Currently, we cannot mandate a company to show the videos. We will add this action to the list of suggested actions.

Q: I can't even go to Haleakala anymore with the current res system! (Tamara Lester)

A: Thank you for your comment. We have shared it with the National Park Service.

Q: How much of the Transient Accommodation tax goes back into tourism infrastructure? (Steven Hill)

A: Hawai'i Revised Statute (HRS) 237D-6.5 allocates \$103,000,000 of the Transient Accommodations Tax (TAT) to the counties. Maui County receives 22.8% or \$23.48 million on an annual basis. We would recommend that you contact your local county council member or the mayor's office to request information on how the allocation is used in Maui County to specifically address tourism infrastructure.

Q: Regardless of a cap on visitors, what about a cap on rental cars? Once all the allowable cars are rented then visitors would need to use shuttles, Uber/Lyft/taxis and/or public transportation. There are options to get places without every visitor requiring their own vehicle. (Josh)

A: Currently, we are unable to limit the number of rental cars on Maui. However, there may be other ways to reduce the number of cars on the road, such as having a shuttle service or daily rental car system at resorts. We will add your recommendation to the list of actions.

Q: Do we have any plan to offer more public transportation for visitors and regulate the rent a car numbers? (Nino and Harumi Toscano)

A: This is currently in the works with the Maui Metropolitan Planning Organization. The Maui Metropolitan Planning Organization (Maui MPO) is a government agency formed per federal regulations in 2016 by the State of Hawaii and County of Maui to facilitate comprehensive planning for federally-funded or regionally significant transportation systems on the island of Maui. The MPO and its partner agencies develop plans and programs for a multimodal transportation system that facilitates the movement of people and goods.
<https://mauimpo.org/>

Q: Thanks for your question, Tamara. I second this! (Tiare Irvine)

A: No response required.

Q: Have we considered a relatively high tax on tourists to reduce tourism and provide funds for affordable housing and educating our work force to qualify for non-tourist jobs? (Sig Anderman)

A: Thank you for your suggestion, and we will take it under consideration.

Q: Tourism is lucrative, got it. (Jana-Nicole Laborte)

A: Tourism is an economic engine that provides financial support, through direct and indirect employment, to many Maui families. Additionally, there are many small locally owned and operated businesses that directly support the industry.

Q: Have you considered charging every visitor an “environmental protection” fee in order to visit? (Wade Holmes)

A: By law we are not allowed to charge people an “entrance” fee into our state. Freedom of movement within and between the U.S. states is constitutionally protected, so charging someone an entrance fee may prohibit him/her from entering if he/she cannot afford to pay the fee. However, we will add your suggestion for an environmental fee and if it is support by many others then we will see how it could be implemented in another way

Q: Why would we not use COVID as an opportunity to expand different economic drivers such as education (in particular trades and agriculture) and diversify our economy as we move forward? (Jennifer Salisbury)

A: The Hawai'i Department of Business, Economic Development and Tourism is actively working to create jobs in different sectors. In addition, many of these jobs can be tied into the hospitality industry, working hand in hand and integrated as we work towards self-sustainability here in the islands.

Q: Is the MVB prepared to partner with the community to strengthen our dependability UPON EACH OTHER rather than dependence upon outside sources? Fishermen, farmers, florists, cattlemen (develop more processing plants here to avoid having to ship cattle etc elsewhere), poultry, local artisans, entertainers, etc. (Cliford Naeole)

A: Maui Visitors & Convention Bureau's (MVCB) foundation and support are our partners within the community. Through the years of celebrations, challenges and changes, it has always been MVCB's goal to show resilience and be a dependable resource for the community. Given the

challenging circumstances of today, MVCB recognizes and is prepared to help strengthen our local infrastructure, resources, talents and craftsmanship. MVCB will continue communication efforts on safety, sustainability, and respecting the culture to not only Maui's visitors, but also the community. An important part of this message is that Maui's strength is the passion of our people from our keiki to our kupuna, including our fishermen, farmers, florists, cattlemen, local artisans and entertainers.

Q: WE need to remind residents that there are people visiting Maui who are immediately taken with the beauty and Aloha. They would like to learn and contribute - be it helping with beach clean up, helping Kapuna with chores or homes, etc. My love for Maui began over 30 years ago when we bought a condo and our handyman "adopted" us as he saw we loved the land, the calm, loving, caring people and he took us on to teach us about land, people, ALOHA - We rent out our condo ourselves because we have wanted to share this love with others interested in learning to understand Maui and the words from our heart even on a website attract those people to us - we need more opportunities to connect (Bonnie Pauli)

A: Mahalo for your comment.

Q: Given the fact that we are now admitting we had overtourism, and we don't expect to recover from the pandemic with numbers comparable to past years, do you support continued expansion of hotels/resorts and new hotel construction? (Kelly King)

A: The growth of hotels and resorts is a function of each county's planning, permitting and zoning process. It will be up to the county council, mayor, and the community to determine if and when growth may occur or not occur. We recognize that the pandemic has had a significant impact in visitor arrivals throughout the state. During the month of September 2020, Maui County hotels had an average occupancy of 16.5%, and the revenue per available room was only \$24: <https://www.hawaiitourismauthority.org/media/5496/hta-september-2020-hawaii-hotels-performance-final.pdf> Based on the current state of the industry, we don't expect there are many if any hotels focused on expansion.

Q: These are not new statistics in any way shape or form, please. We are one hour into the webinar. Very frustrating. I didn't realize I was signing up for a presentation much less about information that participants are well aware of.. .. (Nicholas Drance)

A: The webinar participants come from different backgrounds, industries, etc, and the purpose of the presentations was to bring everyone up to speed.

Q: Perhaps an incentive can be given to all residents if they participate in Malama Maui by regularly giving back in measurable ways as well. Perhaps even interacting with visitors who will be enriched their experience by working side by side with locals (Thomas Fairbanks)

A: That is an interesting concept. Thank you and we will add it to our list of actions to consider.

Q: The rental cars parked for months all around the airport was a huge wake up as to how many tourists are driving around our limited roadways. My job required several miles of driving daily. (Maryetta Sciuto)

A: Yes, we have received many comments about rental cars, traffic and local transportation.

Q: A limit on the number of rental cars would be really helpful. (Maryetta Sciuto)

A: Currently, we are unable to limit the number of rental cars on Maui. Other ways to reduce the number of cars on the road, such as having a shuttle service or daily rental car system at resorts have been submitted as actions to consider.

Q: We should begin by putting a cap on rental cars on the road (Joel Katz)

A: Refer to the previous answer.

Q: Perhaps the time shares on the west side could have a shuttle to provide transportation to their properties. (Maryetta Sciuto)

A: Thank you for your suggestion about shuttle service, we will add that to the list of actions to consider.

Q: Malama Maui is not just the responsibility of the visitor and also falls on all of us. (Thomas Fairbanks)

A: Yes, you are spot on.

Q: Many attractions available for visitors on island are provide a more fantasy perspective of our islands, history, and culture. Will there be more of a drive to provide authentic educational attractions for visitors? (Thomas Fairbanks)

A: There are educational attractions such as the Maui Arts and Cultural Center, the Maui Ocean Center, the Alexander and Baldwin Sugar Museum, and the Maui Historical Society. Thank you for your suggestion to increase the amount and quality of educational attractions.

Q: We must absolutely get to substance in this webinar. we must discuss the substance that every resident in this webinar is aware of. PLEASE! (Nicholas Drance)

A: Thank you for your patience.

Q: You made a 2020 - 2025 plan. Please discuss it (Nicholas Drance)

A: The foundation of the DMAP are the 2020 –2025 HTA Strategic Plan and the Maui County Tourism Strategic Plan. The Destination Management Action Plan is more specific to developing the actions for tourism recovery and rebuilding. If you are interested in learning more about the HTA's Strategic Plan, please visit our website at:
<https://www.hawaiitourismauthority.org/media/4286/hta-strategic-plan-2020-2025.pdf>

Q: QUESTION: is there anyway we can get hotels, airlines, airports and other tourism destinations to showcase an educational video regarding Hawaiian culture and environment (or even legal do's and don't's)? Also there are many surfing/paddle-boarding teaching rec business that show the most disrespect towards the environment, what will HTA do to ensure they are doing their due diligence to protect the aina? (Jessica Scott)

A: HTA and HVCB created and distributed educational videos to the airlines and hotels: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf>. Currently we cannot mandate a company to show the videos. We will add this action to the list of suggested actions.

Q: Can someone involved with safety (IPAC. DAIPAC) be part of the steering committee? Can a 5th pillar (Safety) be added to HTA's existing 4 pillars? (Colin Yamamoto)

A: Safety and security are very important, and while it's not one of HTA's main pillars, HTA is committed to supporting programs and collaborating with government agencies and organizations committed to the safety and security of everyone in Hawai'i. We fund the visitors assistance programs in all four counties – on Maui it's the Maui Visitors Aloha Society. We also pay for safety signage, Maui coral reef signage, and lifeguard ocean safety equipment. You can refer to our Annual Report to the Legislature, pages 22-23 for more details: <https://www.hawaiitourismauthority.org/media/4052/2019-annual-report-to-the-hawaii-state-legislature.pdf>

Q: How can you protect our beloved Hana community? (Nalani Kaninau)

A: This is a great question. Hana is a beautiful and precious part of Maui. The answer to this question really must come from the community to share their vision of what the community desires. For example, on Kauai, the community came to HTA asking for help with the Haena, and thanks to funding from HTA, the community was able to implement a shuttle and reservation system to limit the number of people visiting that area.

Q: So is the view that a true cultural experience can only be supplied by large corporate hotels, and that those locals are not allowed to participate in the lodging industry. (Thomas Fairbanks)

A: No.

Q: EVERYONE should be tested when they arrive here. Not have it "optional." (Tamara Lester)

A: HTA does not make this decision. That decision is ultimately up to Governor Ige and the mayors, with input from the Department of Health.

Q: Do you plan added anyone to the committee that represents the locally owned bed and breakfasts on your committee. Everything I hear is you plan to penalize locals offering accommodations instead supporting a true local experience? (Thomas Fairbanks)

A: It's not about penalizing locals who offer accommodations, however, those who rent their properties out as vacation rentals without a permit from the county are doing that illegally. We do believe there should be enforcement of all the laws.

Q: LOL... yes, closing sites has worked with tourists not visiting them. Should we start with the ones that are already closed? Or wait for new tourists accidents so more of our sites can be closed? (Vaiana Nakamitsu)

A: Thank you for your comment.

Q: Is there any discussion regarding the limiting of rental cars? Seems no one wants to answer that question. As a resident it sure has been nice driving this past 8 months! (Laurie Valentine)

A: Currently, we are unable to limit the number of rental cars on Maui. Other ways to reduce the number of cars on the road, such as having a shuttle service or daily rental car system at resorts have been submitted as actions to consider.

Q: Can't cap? Then make it really expensive. Lots of illegal B&Bs. There has to be a way. We simply cannot have our island resources taken over by tourists comprising 20% of our population. (Tamara Lester)

A: Cracking down on illegal vacation rentals is key to managing visitor numbers. There hasn't been a significant number of hotel rooms or legal vacation rentals added in the past few years, so the spike in visitor numbers was in large part due to the rise in illegal short-term rentals.

Q: What your proposing is downsizing tourism and the economy when we're already hurting. What the..?! (Jessica Scott)

A: The plan we are working on is for the rebuilding of tourism. But yes, people should keep in mind that downsizing tourism has some consequences, which include jobs lost.

Q: ACTION PLAN. WE NEED TO DISCUSS ACTION PLAN, IF YOU ARE WILLING TO HEAR...WHICH DOES NOT APPEAR TO BE THE CASE. (Nicholas Drance)

A: The action plan is not completed. A key component is community input, and that's why we are holding community meetings and asking for input from the public. You can review the steering committee's draft actions on our website:
https://www.hawaiitourismauthority.org/media/5536/maui-actions-sorted-by-strategies_final3.pdf

Q: lol they put 25 million into the lahaina by-pass and the DOT hired an outside company, and we still didnt get the infrastructure we desperately needed. The county/honolulu needs to be held accountable for this... (Jessica Scott)

A: We're not sure what is meant by the "county/Honolulu needs to be held accountable" for the Lahaina Bypass. The Department of Transportation has worked to improve the Lahaina Bypass and, based on our usage of this facility, it appears to function as designed. That's not to say that there isn't room for improvement. We would recommend that you connect with the Maui Metropolitan Planning Organization to learn more about the State Transportation Improvement Plan. The HTA does not oversee not is it involved in the development of roadways as this is a function of the State DOT and the MMPO.

Q: How do you justify allocating 10 minutes to Q&A for the community? (Keani Rawlins-Fernandez)

A: This community meeting had two sessions for questions and answers. The first session was scheduled for 15 minutes but we ran a little over in our presentations. The second session was 20 minutes for questions and answers. We also did polling for the last 10 minutes of the meeting and throughout the meeting. We welcome your feedback and input via the online survey form: <https://bit.ly/MauiDMPForm>.

Q: PLEASE ADDRESS QUESTIONS SUBMITTED BY EMAIL, THOUGHTFULLY, IN ADVANCE!!!!!! (Nicholas Drance)

A: Thank you for your comment.

Q: Where does emergency/disaster preparedness for the visitor industry fall in those four buckets? If the ships stop coming do to hurricane or tsunami, etc. who has responsibility for feeding the visitor load on the island? If you go to a shelter you are responsible for having up to 16 days of food and fuel to cook it. Overtourism is the inability to provide for the people who the tourism industry has invited here. What is the emergency preparedness plan for visitors to the island? (Nio Kindla)

A: HTA has a \$5 million emergency fund for that type of situation.

Q: We've already had 10,000+ visitors arrive on island since the reopening...seems like we're on the same track to overtourism. Would capping big hotel rooms being sold help with this rather than capping actual tourists? (Thomas Fairbanks)

A: According to the data that we've collected through the State of Hawai'i's Safe Travels program, the mandatory program all arriving passengers are required to utilize, between 10/15/20 and 10/28/20, there were an average of 946 leisure passengers arriving in Maui on a daily basis. In total, there were 13,246 leisure passengers during that time period. It should be noted that there were also on average 144 returning residents each day with a total of 2,009 for the period. These numbers pale in comparison to the same period in 2019. For more information on transpacific arrival numbers, as provided to HTA from the Office of Enterprise Service on our website: <https://www.hawaiitourismauthority.org/covid-19-updates/trans-pacific-passenger-arrivals/> As mentioned, the total number of travelers coming to Hawai'i is nowhere near the number from last year, when approximately 30,000 people would arrive in Hawai'i daily (including returning residents and visitors).

Q: We have a legally adopted Maui Island Plan that puts specific limits on the GROWTH of tourism. Why is that not being discussed or emphasized. (Dick Mayer)

A: It is incumbent upon each county to ensure that their respective island plans and the subsequent changes associated with the approved plan are realistic and actionable. We would recommend engaging the county council, planning department, and mayor's office to discuss how to best address this concern.

Q: Is there a plan to limit boating activities? Ex. Molokini Tours, Recreation Boating, etc. (Nichole Inouye-Nohara)

A: This is a question more for the state DLNR's Division of Boating and Ocean Recreation, which issues the commercial operator permits.

Q: excellence idea, honestly this tax should be applied to hotels, car rentals and rec tourist destinations (Jessica Scott)

A: Thank you for your comment regarding the green fee tax.

Q: Is this “community meeting” just checking a box, or do you genuinely intend to incorporate feedback you’re receiving from the community? (Keani Rawlins-Fernandez)

A: Engaging the community has been a critical component in the development and launch of the Destination Management Action Plan (DMAP) process. The steering committee is made up of and led by community members. The community meeting was part of the process to further engage with the community at-large to gather additional input and feedback. The final result of this process will be actions that have been developed by and for the community.

Q: Dick Mayer and Keani Rawlins-Fernandez have asked pointed questions. It’s inappropriate to grandstand rather than address issues brought up by participants, particularly at their level. This is unacceptable. The Council must further address your funding in the 2021-22 budget (Nicholas Drance)

A: The Hawai’i Tourism Authority (HTA) is a state agency and does not receive funding from the County of Maui. The HTA’s funding source is through the Transient Accommodations Tax (TAT). The TAT is derived from stays in legal accommodations and includes resort fees charged by the accommodation. Due to the current pandemic, the HTA no longer receives funding because the governor’s emergency proclamation has stopped all disbursement of the TAT. HTA’s budget is approved by a 12-member board of directors.

Q: Have you looked into revising the bus schedule? last bus out of Lahaina needs to accommodate retail and hotel employees. most shifts end at 10 and cannot get to bus until 11 pm causing more drivers bot in an out of Lahaina daily (Barbara Geary)

A: We will pass along this suggestion to the County Department of Transportation.

Q: Offering other options is nice, but historically people don’t tend to use if they can have their own car...can we require it not just hope that the tourists shift (Laura Lodato)

A: You are correct – many people choose not to use public transportation – locals included.

Q: Why not mandate hotels to offer airport shuttles, resort shuttles at their cost (or course they will pass it on)? Done all over asian, middle eastern dive destinations. (Mark Harbison)

A: Thank you for your feedback. Kaanapali and Wailea resort areas do offer resort area shuttles to take guests to shopping, dining and some activities.

Q: Since re-opening some tourist have been laughing in residents face when asked to wear masks and socially distance. Are there plans to ensure tourists are held accountable for following policies (like wearing masks and social distancing) to keep the community healthy? Or to attract more respectful guests? (Karen Comcowich)

A: The mask mandates differ from county to county. Maui County has a campaign to educate everyone about the county’s rules for wearing a mask. But enforcement is also key. To report violators on Maui, call Maui Police at (808) 244-6400 or mpdquarantine@mpd.net

Q: Can you limit the car rentals and implement community ride share and car share integrated and community owned , where the model is not extraction based , but community share based. (Carl Golembeski)

A: Thank you for your suggestion. We will add it to our list of actions to consider.

Q: I would like to know how many people really come here for the culture or for the beautiful island and the weather? (Steven Hill)

A: Anecdotally those are among the top reasons why people come to Hawai'i for a vacation, but we do not have statistics on that.

Q: To Kawika Is it a view that a local offering visitor accommodations is not and cannot provide the cultural experience (Thomas Fairbanks)

A: One of the proposed sub-actions by the steering committee is to ensure that the Hawaiian culture experience is represented authentically – through compulsory culture and language training for those entities offering any guest experience and connecting to Hawaiian culture.

Q: hotels are taking it upon themselves to exploit the native hawaiian culture. these so called "luau's and aloha" are less than authentic if you ask me. Let the local community see that tourists get educated on hawaiian language, hawaiian history and ethnobotany/zoology (Jessica Scott)

A: Many hotels have Hawaiian culture advisors, and many in the hospitality industry are trained by the Native Hawaiian Hospitality Association, which promotes culture, values and traditions in the workplace. In turn, they pass on some of that knowledge to the visitors. The luaus are among the activities and attractions that aim to share the culture with our visitors in a fun and entertaining way.

Q: Most visitors appreciate a 'give back' element to their experiences - such as x dollars given to cultural organizations or education or to childrens groups. It might be more well recieved than an added charge for their environmental impact..Is this something under consideration? (Melanie Bailey)

A: Mahalo for your comment. We will take it under consideration.

Q: Thank you. I saw that 81% of the visitors are individual travelers (families, etc.) Would attracting more group business as a percentage of visitors be valuable in the sense that they would be transferred in large groups via buses, etc. vs. individual rentals cars? We could still benefit from the money they bring into the state without congesting the roads as much since they would be moved as groups vs. individuals? (Josh)

A: Yes, many hotels, especially the large ones, have teams that specifically focus on selling meetings and conventions.

Q: The dollar revenue to the State of Hawai'i has increased significantly over the last 10 years, yet I see minimal improvements, maintenance upgrades or new facilities to our beach park infrastructures, such as restrooms, cleanliness, trash pick up, picnic tables and PARKING. For example, Baldwin Beach does not have a shower. and parking flows out along Hana Hwy. There is virtually no parking available during the peak seasons in any of these beach parks. Why?? (Patricia Chaney)

A: The 2021-22 County budget is currently in planning and community review. It is imperative that the community shares its concerns with the County Council for future planning. Please reach out to your Councilmember in regards to spending more funds on our parks.

Q: What does HTA consider “balanced” as far as numbers of visitors vs. residents? (Tamara Lester)

A: There is not a magic number. However, the number of tourists coming has a lot to do with the number of hotel rooms and vacation rentals available.

Q: Have you thought about engaging with ride-sharing companies (Uber/Lyft) to help address the issues of too many rental cars? They could assist with incentives for drivers or visitor riders. This would also increase the community's direct interaction with visitors by providing an authentic experience with an edu-tourism component. (Kory Strona)

A: Ride sharing is an option for visitors, however, many like the freedom of driving on their own without having to pay per mile, and they also like the convenience of having their own car.

Q: Is our medical infrastructure considered vis a vis tourism? (Marni Rozet)

A: Yes. We have a committee member from Maui Memorial and we also discussed West Maui medical infrastructure.

Q: Don't you think that locals should be able to participate in the lodging industry? And is it the view that only corporate hotel experience is what the visitor to our Island is looking for? And only the corporate can provide a cultural experience? Is the committee actually blocking entry into the lodging industry for the local who has enough capital to do it in a small way? (Thomas Fairbanks)

A: Thank you for your comment.

Q: So who wants to become a farmer :) (Steven Hill)

A: You are correct – that's one of the challenges of the agriculture industry – is getting enough workers.

Q: If you want diversification of employment, plan for better infrastructure and environmental planning/protect and stop hiring outside state ppl, there's a start (Jessica Scott)

A: Mahalo for your feedback.

Q: Mahalo! We are speaking about Covid now. I realize that enforcement is key, but even more important is education. Much easier to deliver with aloha, than after someone is not complying perhaps not realizing. Are you working with the airlines and airport to air videos that share what we need from visitors in terms of compliance and safety in this time of Covid? (Melanie Bailey)

A: Yes. Travelers are being educated through a video that HTA and HVCB created and distributed to the airlines: <https://www.hawaii tourism authority.org/media/5484/campaign-to->

[educate-visitors.pdf](#). Education is one part, but enforcement is crucial as well when someone breaks the law, order or mandate.

Q: Hana can be protected by selling passes to tourists that they would scan then they would be permitted to use the road to Hana. This would pay for the upkeep of the road to hana and hana infrastructure. (Steven Hill)

A: Mahalo for your feedback. We will add it to our list of actions to consider.

Q: So is HTA not going to support communities in reducing tourism in some areas? (Vaiana Nakamitsu)

A: The HTA will support areas that communities identify as areas/sites that are or may become overcrowded by tourism ("hot spots").

Q: Even if we taxed vacation rentals more heavily would Maui see any of that money? Or would it all go to Oahu and the vacation rental tax hike would disappear into the vacume of the state coffers and provide no benefit to the island? (Steven Hill)

A: What we're more concerned about is the illegal vacation rentals that may not be paying any taxes, or may not be contributing to the TAT, or may not be paying taxes at a business rate. The TAT allocation is made by the state legislature. The counties receive \$103 million of the TAT collected across the state, with Maui County receiving \$23.48 million. However, because of the pandemic, the governor's emergency proclamation stopped the distribution of the TAT, so recipients like HTA and the counties are currently not receiving any of the TAT funds.

Q: We really need to redefine tourism. HTA and HVCB missions should be towards sustainable tourism. What does that mean? Perhaps start divesting the open budgets from marketing to sustainability dynamics on each island. If HI becomes another global tourist destination unlike so many others then we have done a disservice to our future generations. For example why not institute an environmental fee, let's say \$125 per person. This will help us care and manage the Aina and Kai which make Maui so special along with the people here. This will also delimit the total # of visitors. Paradigm shift is required now. (Tapani Vuori)

A: Thank you for your suggestion. We will add it to our list of actions to consider.

Q: I hope that the survey gives more opportunity for input, This process feels very censored and does not allow me to express what I think. (Robin Knox)

A: You are welcome to ask as many questions as you wish during the meeting, and can also submit input through our website: <https://bit.ly/MauiDMAPForm>.

Q: For the record, this meeting format was very disappointing, and I will let the Molokai community know not to waste their time attending tomorrow night. I hope you'll go back to the drawing board with this and come back to us with a format that is more meaningful. (Keani Rawlins-Fernandez)

A: We're sorry to hear you feel that way. While there's always room for improvement with everything, we have received many positive comments about the meeting and its format.